

Report Information

Award Type	Award Number	Prime DUNS	Calendar Year / Quarter	Final Report
Grant	3U58DP001960-01S3	103989187	2010 / 2	No

Award Recipient Information

Recipient DUNS Number	103989187	Recipient Address 1	417 FEDERAL ST STE 1
Recipient Account Number	S9-11-10-98	Recipient Address 2	
Recipient Congressional District	00	Recipient City	DOVER
Parent DUNS Number	042258020	Recipient State	DE
Recipient Type	2F.VW	Recipient ZIP Code + 4	199013635
Recipient Legal Name	EXECUTIVE OFFICE OF THE GOVERNOR OF DELAWARE	Recipient Country	USA
Recipient DBA Name	DIVISION OF PUBLIC HEALTH		

Project / Award Information

Funding Agency Code	7523	Total Number of Sub Awards less than \$25,000/award	0
Awarding Agency Code	7523	Total Amount Sub Awards less than \$25,000/award	0.00
Program Source (TAS) Code	75-0942	Total Number of Sub Awards to Individuals	0
Sub Account Number for Program Source		Total Amount of Sub Awards to Individuals	0.00
CFDA Number	93.723	Total Number of Payments to Vendors less than \$25,000/award	2
Amount of Award	1022792.00	Total Amount of Payments to Vendors less than \$25,000/award	5520.00
Award Date	02/10/2010		
Award Description	Prevent Youth Initiation to Tobacco Use, Reduce Exposure to Secondhand Smoke (cigars, cigarillos), Promote Quitting Among Adults and Youth Objectives: By January 1, 2012, increase the tax on other tobacco products from 15% of the wholesale price to 68% (or a number equal to the state's cigarette tax based on a per price or per dose basis). 1. Educate policy makers and community stakeholders on other tobacco products and tax equity via 6 workshops. 2. Partners will seek sponsorship of bill that increases excise tax on other tobacco products 3. Conduct 3 focus groups regarding other tobacco products (to include attitudes on pricing as well) 4. Conduct counter-advertising		

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and public awareness/education media campaign on dangers of other tobacco products via television (local cable stations), radio, print, outdoor and internet.
5. Collect data on knowledge, attitudes and behaviors regarding other tobacco products through the Adult Tobacco Survey.
6. Publicize data collected from focus groups and surveys.

Project Information

Project Name or Project/ Program Title	Activity Codes (NAICS or NTEE-NPC) (up to 10)
ARRA-Healthy Communities, Tobacco Control, Diabetes Prevention & Control & Behavioral Risk Factor Surveillance System	Activity Code 1 E11.05 Activity Code 2 Activity Code 3 Activity Code 4 Activity Code 5 Activity Code 6 Activity Code 7 Activity Code 8 Activity Code 9 Activity Code 10
Quarterly Activities/ Project Description	
Provide a statewide social marketing campaign to increase the awareness of the hazards of the use of other tobacco products (other than cigarettes) and support statewide efforts to educate policy leaders and community stakeholders on the inequity between the state excise tax on cigarettes and other tobacco products. The state tobacco prevention program will measure the increase in awareness and knowledge of the harm caused by other tobacco use through additional question on the annual Adult Tobacco Survey (ATS). The expectation is that the awareness of the general public on these products will be increased and the legislature will pass a bill to increase the excise tax on other tobacco products to be in line with the cigarette excise tax.	
Project Status	
Less than 50% completed	

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<div><div>Total Federal Amount ARRA Funds Received/ Invoiced</div><div>Number of Jobs</div><div>Description of Jobs Created</div><div>Total Federal Amount of ARRA Expenditure</div><div>Total Federal ARRA Infrastructure Expenditure</div><div>Infrastructure Purpose and Rationale</div></div>				

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Infrastructure Contact

Name	Street Address 1
Email	Street Address 2
Phone	Street Address 3
Ext	City
	State
	ZIP Code + 4

Primary Place of Performance

Address 1	540 South DuPont highway
Address 2	Suite #9
City	Dover
Country Code	US
State	DE
ZIP Code + 4	19901 - 4523
Congressional District	00

Recipient Highly Compensated Officers

Prime Recipient Indication of Reporting Applicability	No	Officer 3 Name
Officer 1 Name		Officer 3 Compensation
Officer 1 Compensation		Officer 4 Name
Officer 2 Name		Officer 4 Compensation
Officer 2 Compensation		Officer 5 Name
		Officer 5 Compensation

Report Audit Trail

Created By	JOHN HARVEY POC
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